THE ORIGINAL

MOONBEAMS

Founded by — Colonel E. A. Little

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No Winking While Driving A Car . . .

IN THE VALLEY OF THE MOON

Well. . . Well. . . Well. . . A Wink of the Eye, Time Enough to Die. . .

For years the safety specialists have been telling us . . . with good reason . . . that the second when we're not looking is too often the fatal moment when highway accidents happen. . .

When you are behind the wheel, there is no substitute for constant alertness. . . Safe driving calls for unflagging concentration... And concentration, let's face it, is work. . .

If you think driving ought to be fun, that your car is a mobile living room for social chitchat and lots of headturning, or a kind of traveling play pen, you'be best stay off today's crowded highways... You belong there only if you make driving a deadly serious business, and remember that death can strike in that fifth of a second when nature makes your eyes blink. . .

So remember drive with care. . . The life you save may be that of a Republican. . . They need the vote. . .

Thank you,
The Publisher

CHEF CARDINI'S RESTAURANT, Glen Ellen. Fastidious in its meals, drinkables. Comfortable, luxurious. We cater anywhere.

Sweet young thing to balding escort: "A man should have a girl who can share his interests and I'm interested in everything you have a share in."

Small boy to father: "I wish you'd let Mom drive. It's more exciting."

Yes - - MOONBEAMS will be happy to take care of your RUBBER STAMP problems. Give us a try next time —

Woman to credit manager: "I imagine the reason he hasn't kept up the payments is that he doesn't know I bought it yet."

Woman to librarian: "Do you have any books on marriage?—I married one."

Doctor to patient: "Your blood pressure is normal, but for these times that's not so good."

BROADWAY CAFE, Sonoma. Mendel Cader, manager. A cozy bar and dinning room, serving luncheons, dinners. Quiet, efficient.

One teen-ager to another: "I don't see how you call it true love if your family approves of him."

One chorus girl to another: "He says he likes me because I'm the innocent, old-fashioned type who thinks a million dollars is a lot of money."

ELECTRONIC DRIVE-IN-TV and Radio Specializing In Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

A friend is one who knows all about you, and still likes you.

Shoe salesman, who has dragged out half his stock, to woman customer: "Mind if I rest a few minutes, lady? Your feet are killing me!"

Bachelors know more about women than married men. If they didn't they'd be married, too.

PALMS INN, Verano. Meet Carl and Rene Inskeeps your hosts, also Wilma and Barney Barnett in the dining room. Open every day.

Advice to tourists planning to fly the Atlantic: "To get in training, select an empty warehouse on a cold day and round up 12 to 14 strangers. Then sit in the same position on a wooden bench for 18 hours. This will simulate the exact conditions you'll find when your plane is stuck and you're held over in Gander or Goose Bay.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. Telephone WE 8-3357.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. Soda fountain. A super drug store.

Rose of Mike & Rose Market, Boyes is tired after fifteen long years in the grocery business, So she is going to retire and leave poor Mike to run his butcher business by himself. . . Mr. Gitti says he won't have the time now to do much bookkeeping, So everything will be on a cash and carry basis.

Saving money is still a pretty good idea—it may be valuable again.

MENDEL'S CAFE, Boyes Plaza. Serving daily from 12; Spanish Food, Pizza, Steaks, Seafood — Cocktails — Closed Tuesdays.

Biggie Furniture to open store in Boyes soon. . . Welcome!

A tax assessor, annoyed because his next-door neighbor kept a goat, taxed the animal four dollars. The outraged owner protested, but the assessor insisted that it was strictly in accordance with the statues. "All property abutting and abounding on the public street," he read, "shall be taxed at the rate of two dollars per front foot."

When in the Cloverdale area stop at the best service station for the best deal in tires. . . BILL'S OK AUTO FLOAT.

The F. F. Franklin family took time out from the Valley of The Moon Cigar factory last week and spent a few days at Blue Lake.

If you are looking for a good orchestra to dance to on a Saturday night . . . Go to El Verano and drop in at Verdier's, they have a dandy. . . Better go early and have dinner and make a real evening of it. . .

Girl to roommate: "He was on a five-hour pass . . . at me."

MIKE & ROSE'S MARKET, Boyes. Open Wed. to Sat., 10 to 6 except on Saturday, 9 to 7. Highest quality meats.

Well we were the guest of the Peace Officers' Association barbecue held Monday evening at Keaton's Shack at Fetters Hot Springs. . . The grounds were covered with Chiefs even as far South as San Francisco, also his Honor Sheriff Elect and Mrs. John Ellis... The only strange thing about the whole deal was that Napa County sent over several cases of "C.K." Wines and the Chief of Police of Sonoma was absent. . .

SONOMA GROVE, Hiway 12 south of Boyes. Finest food and drinkables, homelike atmosphere. Italian foods, also Seafood.

MOONBEAMS

Published every Friday by Private Bill Sandlin, P. O. Box 446, Boyes Hot Springs, Calif. $1.89 per year by mail, pickup, free.

Methodist Men will wash your car for a buck this Saturday at the church grounds between 8 a.m. and 4 p.m.

The girl who lays all her cards on the table, will usually be left playing solitaire . . .

The manager of a hotel quit his job the otherday. He now works as a waiter there. He has fewer headaches . . . and makes more money.

Salesgirl to woman in fitting room: "On the other hand, Madame doesn't do anything for the dress either."

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

The El Verano Improvement Club made their final plans this week for their annual barbecue to be held on August 24th.

The good folks at the Valley of the Moon Cleaning Plant, on Highway 12, Boyes, wanted us to remind you good readers that they do their own cleaning on the premises and they will be happy to pickup and deliver free if you will call WE 8-5830.

Drive Carefully—It pays Dividends—Ask Your Insurance Man.

Wanted 457 More Subscribers!

In preparation for its reunion, Harvard mailed a confidential Kinsey-like questionnaire to its members. One member returned his blank promptly, save for this original comment: "In my opinion, sex is a subject to be discussed with women, not with an International Business Machine."

Win, Lose, or Draw we are with Knowland for Governor. . .

RUSTIC INN, Glen Ellen. Center of town. Last of the original 11 tavern. Jack London liked the place. It's western!

Sign on filling station: "Stop. Fill up. No other gas station for 500 feet."

We all want our friends to tell us of our bad qualities — it is only the particular ass that does so that we can't tolerate.

Luxury resort: One where a waiter expects a 25-cent tip when he presents a 60 cent bill for serving a 35-cent bottle of beer.

FOUR CORNERS CAFE, So. Broadway, Sonoma, The home of Steam Beer — Sensational Pizzas to take out, Get one today.

The small son of a man who in the course of the war rose from private to second lieutenant was asked how he liked having his father home again. "I like it O.K.," said the boy, "except he was easier to get along with before he was running the Army."

Airmen say: There are only two types of combat planes — the obsolescent and the experimental.

For Barbecued Spare Ribs like you have never eaten before, try MILL'S PATIO, 2755 Mendocino Ave., Santa Rosa — Also bar.

The grave of love is excavated with little digs . . .

Service Station: A place where you fill the car and drain the family.

The Sonoma group of Alcoholics Anonymous meets every Thursday night at 8:30, at the Sonoma Valley Improvement Club in Fetters.

ROSE CLEANERS, Now open next door to Boyes Variety Store Phone Guy or Rose Bounds at WEbster 8-2724 for free pickup.

You're never quite sure how you feel about a neighbor until a "For Sale" sign suddenly appears in front of his house.

A teen-ager sent his girl her first orchid with this note: "With all of my love, and most of my allowance."

Remember, you can jump into debt but you have to crawl out.

BANCROFT NURSERY, Sonoma. Is the place to order flowers For all occasions . . . They Will Deliver . . .

We're in a nice class . . . the world's creatures which live the longest are whales, elephants, tortoises, and human beings.

One of the most annoying things about weather forecasts is that they're not wrong all the time, either.

Sign on window display of woman's bathing suits: "Suits that let you slink or swim."

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied Stock — wines, beer, whiskeys, liquors.

The President of the University of Oklahoma, asking the state legislature for more money: We're working to develop a university the football team will be proud of.

Office men, discussing new girl in accounting department: "She may not know a debit from a credit—but she certainly adds up."

ADOBE DRUG (Ray S. Duer), 417 1st St. W., Sonoma. WE 8-2971
Prescription Specialist Veterinary Supplies

In a State Legislature debate on the merits of front or rear license plates, a senator argued that the rear plate was more help to pursuing police, clinched his point with: "After all, most pinches are made from the rear."

Women have a keen sense of humor. The more you humor them, the better they like it.

LEE STARRETT, Massuer, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Expert: A man who is seldom in doubt, but often in error . . .

"How come you never married?" I once asked a middle-aged man. "A woman won't bite you." . . "No", he retorted, "but they kin sure gnaw."

Wife, leaving movie, to husband: "I wish just once they'd have as good a picture this week as they're going to have next week."

VERDIER'S, El Verano Atmosphere, Dining, Cocktails, Swimming Terrific Dance Orchestra Every Saturday Night.

When his foreman walked off the job, a Texas contractor offered the post to one of his workmen. "Nope,' said the carpenter, "I just want to hire out from the neck down."

Wife, shopping with friend telephones husband, "All right, dear, we'll meet you there at six o'clock sharp—and try not to be so on time."

JIM'S MEATS, at Boyes Springs Food Center. Top quality always. We cut to your order. Fresh poultry. Delicatessen dept.

An Alabama filling-station sign read: "Mississippi Dead Ahead. Last Chance for 28c Gas." So an Iowa tourist told the man to fill her up. As he paid, the driver asked: "How much is gas in Mississippi?" And the fellow answered: "Twenty-four cents."

Some women work so hard to make good husbands that they never quite manage to make good wives.

R. A. "BOB" MILLER —o— "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12, Boyes. Fast service, Free pickup. We do our own cleaning. WE 8-5830

One of our good readers called our attention to the beautiful yard in front of the Mission Chapel Mortuary in Sonoma. . . They said: "There is no reason, why all business places couldn't be made more attractive". . .

Democrats. . . Don't forget to register. . . So you can vote. . .

LONDONSIDE, just outside Glen Ellen. It's unique, sure to be remembered. Delectable drinkables and a place for fun.

Well after some nine long years the Telephone Company has advised the Four Corners Cafe, Sonoma, that they will soon have another phone number, now that they have had a lot of job printing done in the past few weeks. . .

Just a tip. . . You had better take advantage of that pool at Londonside before summer is over. . . You are missing a lot of fun. . .

UNDER-COVER SHOP, Rustic Bldg., Glen Ellen. Lingerie, robes, imported blouses, nurses' uniforms, novelties. Reasonably priced.

Some business goes to the dogs, But Cardini's at Glen Ellen has gone to the ducks. . . A few weeks back a hen duck hatched out a batch of little ducks, now papa duck has arrived and they are making their home in the creek next to Cardini's. . . So this week the Chef and his good wife have been building the ducks a new home in the patio at the rear of their restaurant. . .

SONOMA MISSION INN, Boyes. Splendid cuisine, excellent bar, and luxurious accomodations.

Wife to husband sick in bed: "It's a sympathy card from your secretary to me."

Legally, if not morally, the modern customer is almost always right. Today it is not the buyer but the seller who must beware.

Lookout for the Sonoma Police on Monday from 7 to 9 p.m. or they might sell you a couple tickets to the Policemen's Ball to be held on August 16th in the Vets Bldg.

BEAGLE A.K.C. Reg. at Stud, Proven Sire, Famous Deer Hound, Voice, Leader. 1469 E. Napa, Sonoma WE 8-5111.

Had dinner at Mendel's Cafe, on Boyes Plaza, the other evening and enjoyed the best Spanish Food we have eaten in the valley. . . To be honest with you readers it's the first Spanish food we have eaten in a long time. . . Better give it a try for a change. . .

For Business Cards, Letterheads, Envelopes, and other types of Printed forms be sure to contact MOONBEAMS next time.

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